



Netrauta.fi
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www.netrauta.fi

PRESS RELEASE
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Netrauta.fi House – Building with the help of the Internet

Address: Honkarinne 9, FIN-13270 HÄMEENLINNA

Head of design:

Sakari Miettunen, Architectural office arkkitehtuuri oy lehtinen miettunen, Hämeenlinna

Interior design:

Taina Laajoki-Heinonen, Interiors office L.I.N.E.S Interiors



Building and decorative products more quickly and inexpensively from the Internet

Netrauta.fi is the first exhibitor in the history of the Finnish Housing Fair to showcase the opportunities of online shopping in home building.

70 – 90 % of the products and materials that the visitor sees on his tour at Netrauta.fi House have been purchased via the Internet.

The show home of Netrauta.fi demonstrates how the Internet can help the Finnish consumer by facilitating his purchases for the building project. The house reveals what kind of building, renovating and decorating products can be bought nowadays via the Internet.



Products purchased for the show home from the Internet include i.a.

- bathroom ware, sanitary porcelain, taps, showers and waterproofing
- stove, fireplace
- lighting and wireless lighting control system
- tiles, parquets, paints
- doors, windows, stairs, handrails, flues
- kitchen fittings, domestic appliances
- ventilation equipment, central vacuum cleaner, wireless floor heating
- home control and security system
- paving, transferable lawn

The heating system of this modern stone house built of aerated concrete blocks is direct electric heating. As to the ventilation, the two-storey house with a lean-to roof has mechanical ventilation with heat recovery. This stylish and functional home was created by making use of online shopping opportunities. The modern and spacious house is designed for the use of a young four-person family.

Novelty products of the web house

Netrauta.fi House showcases several interesting novelty products also on sale at the online shop.

The show home displays, for the first time in Finland, i.a. De Dietrich domestic appliances, Meridas-kitchen cabinets and Okite-quartz counter tops.

In addition, the house has Johdoton lighting control system which is a new, wireless solution to lighting control of a modern home. The floor heating is wirelessly controlled as well, by making use of Devi's new Devilink heating control system.



The simple operative idea of Netrauta.fi – Amazingly cheap

Netrauta.fi is the biggest online shop for home building in Finland. Inexpensive quality products and easiness of buying are the cornerstones of Netrauta's operation. Most products are delivered to the customer's home.

Netrauta.fi is a forerunner of e-business in its own product sector. The operative idea of Netrauta is based on the fact that by ordering online, the customers get familiar and safe branded products at prices which are up to 50 % lower than in traditional stores. Netrauta.fi doesn't use wholesalers, that are typical to the branch, but purchases its products from all over the world and buys substantial lots at lower costs.

Netrauta.fi aims at being the biggest single home decorating and hardware store of the Nordic countries by the year 2010. Its turnover target is 75 million euros by 2010.



Further information:

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See also:

www.netrauta.fi/asuntomessut